



## The Pack Master<sup>TM</sup> Merchandiser

...a Philip Morris Idea that moved single-pack merchandising years ahead.

The Pack Master<sup>TM</sup> Merchandiser is the outstanding major improvement in single-pack cigarette merchandising in many years. Introduced by Philip Morris just a year ago, it's a success in outlets all over the country.

Pack Master is a revolutionary new design: gravity-fed, with automatic first in, first out stock rotation that insures product freshness. It's quick and easy for your clerks to load. Front-facing package display makes it easy for your customers to locate their brands. There's greater visual impact on your customers.

A Pack Master's basic units are 16, 12 and 8 channels. You can combine them to the arrangement that is tailor-made to your needs. Holds any standard-size pack, from 70 mm. soft pack to 100 mm. box.

Get in touch with your local Philip Morris representative. Let him show you how Pack Master can lift your outlets to new levels of easy, profitable cigarette merchandising.



*Another profit-making idea from*

**Philip Morris USA**

